

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. 2842—Book of Days—Req. No. 99403—Page 4/c—Tobacco Trade, 1974

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Printed in U.S.A.



Women used to keep house. Now they keep engagements.

That's why **VIRGINIA SLIMS**
"Book of Days" Engagement Calendar
will be a big salesmaker for you during December.

The 1975 "Book of Days" Engagement Calendar is the fourth annual edition of a sales sensation: more than one million copies in just three years.

"Book of Days" is free to your customers with a carton purchase of Virginia Slims during December. It's all new for 1975, with 144 colorful pages of photos, facts, anecdotes that

women dote on. They want "Book of Days". If they see it first in your store, that's where they'll get it.

Powerful advertising support!
Full color pages in • McCall's •
Cosmopolitan • Redbook •
Ladies Home Journal • TV Guide •
Local newspaper supplements.

Check your stock of Virginia Slims, Regular and Menthol now. Sales are up 14.5% so far in 1974! More than ever, Virginia Slims is the Number One cigarette made for women.

Another
sales-building
promotion from
The Profit Makers.

Philip Morris
USA



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